CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision	Alt Order #
840657 /	

Product
OH PROTECT YOUR VOTE OHIO OCT25-O

Contract Dates	Estimate #
10/25/12 - 10/30/12	3062

Advertiser	Original Date / Revision
Protect Your Vote Ohio	10/24/12 / 10/24/12

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WOIO	House WOIO/WUAB	Cleveland Local

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	WOIO	10/26/12	10/26/12	Action News at 5p	5-6p		:30			NM	1	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	----F--	1	$1,500.00							
N 2	WOIO	10/30/12	10/30/12	Action News at 5p	5-6p		:30			NM	1	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$1,500.00							
N 3	WOIO	10/25/12	10/26/12	Action News at 6p	6-630p		:30			NM	2	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	---TF--	2	$2,500.00							
N 4	WOIO	10/29/12	10/30/12	Action News at 6p	6-630p		:30			NM	2	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	MT-----	2	$2,500.00							
N 5	WOIO	10/25/12	10/25/12	CBS Evening News	630-7P		:30			NM	1	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	---T---	1	$4,500.00							
N 6	WOIO	10/29/12	10/29/12	CBS Evening News	630-7P		:30			NM	1	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	M------	1	$4,500.00							
N 7	WOIO	10/28/12	10/28/12	SU Action News at 630p	630-7p		:30			NM	1	$2,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	------S	1	$2,000.00							
N 8	WOIO	10/25/12	10/26/12	M-F 7-730p	7-730p		:30			NM	2	$9,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	---TF--	2	$4,500.00							
N 9	WOIO	10/29/12	10/30/12	M-F 7-730p	7-730p		:30			NM	2	$9,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	MT-----	2	$4,500.00							
N 10	WOIO	10/25/12	10/25/12	M-F 730-8p	730-8p		:30			NM	1	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	---T---	1	$5,000.00							
N 11	WOIO	10/29/12	10/29/12	M-F 730-8p	730-8p		:30			NM	1	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even i handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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Advertiser	Original Date / Revision
Protect Your Vote Ohio	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/29/12	11/04/12	M------	1				$5,000.00			
N 12	WOIO	10/25/12	10/26/12	Action News at 11p	11-1135p		:30			NM	2	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/22/12	10/28/12	---TF--	2				$3,000.00			
N 13	WOIO	10/29/12	10/30/12	Action News at 11p	11-1135p		:30			NM	2	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/29/12	11/04/12	MT-----	2				$3,000.00			
								Totals			19	$64,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	10	$33,000.00	$28,050.00
10/29/12 -10/30/12	9	$31,000.00	$26,350.00
Totals	19	$64,000.00	$54,400.00

Signature: _____ **Date:** _____

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840651

ISSUE 2

Revision #: 0 **Date:** 10/23/2012

Client: OH- PROTECT YOUR VOTE 2012
Media: TV
Product: ISSUE 2
Market: Cleveland

Estimate: 3062
Description: OH PROTECT YOUR VOTE OHIO OCT 25-O
Flight Start Date: 10/25/12 5:00:00 AM
Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart / Program	Daypart Code	STN Gross	STN Net	Days / Dur	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30		Total Spots
WOIO-TV													
99	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	$1,500.00	$1,275.00	30	0	1	0	0	0	1	P2	2
100	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	$2,500.00	$2,125.00	30	1	1	0	0	1	1		4
101	MTuWThF 6:30p-7:00p CBS EVE NWS<	EN	$4,500.00	$3,825.00	30	1	0	0	0	1	0		2
102	Su 6:30p-7:00p NEWS	EN	$2,000.00	$1,700.00	30	0	0	0	1	0	0		1
103	MTuWThF 7:00p-7:30p WHEEL	PA	$4,500.00	$3,825.00	30	1	1	0	0	1	1		4
104	MTuWThF 7:30p-8:00p JEOPARDY	PA	$5,000.00	$4,250.00	30	1	0	0	0	1	0		2
105	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	$3,000.00	$2,550.00	30	1	1	0	0	1	1		4
					Total Spots:	5	4	0	1	5	4		19

Total Cost:		$64,000.00	$54,400.00
Total			
	OCT 12	$33,000.00	$28,050.00
	NOV 12	$31,000.00	$26,350.00

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WOIO-TV												

Signature: _____

Disclaimer:

Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	19	$64,000.00	100%	$54,400.00	100%
Market Total:	19	$64,000.00		$54,400.00	